

Report On  
"E-Business and Social Media: Enhancing Brand Visibility, Digital  
Marketing and User Engagement of British Law Academy "

By

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19204019

An internship report submitted to the BRAC Business School in partial fulfillment of the  
requirements for the degree of  
Bachelor of Business Administration

BRAC Business School  
BRAC University  
September 2024

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## **Declaration**

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at BRAC University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

**Student's Full Name & Signature:**

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**Syeda Musarrat Mahbub**  
19204019

**Supervisor's Full Name & Signature:**

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**Najmul Hasan, PhD**  
Assistant Professor, BRAC Business School  
BRAC University

## Letter of Transmittal

Najmul Hasan, PhD  
Assistant Professor  
BRAC Business School  
BRAC University  
Merul Badda, Dhaka-1212

Subject: **Submission of Internship Report**

Dear Sir,

I am pleased to submit my internship report titled “**E-Business and Social Media: Enhancing Brand Visibility, Digital Marketing and User Engagement of British Law Academy,**” which I have completed under your supervision. This report aims to provide a comprehensive analysis of the E-business strategies implemented by the British Law Academy, focusing on their application within the legal education sector in Dhaka.

I have endeavored to present all the essential information and analysis concisely and thoroughly, and I hope this report meets your expectations. Your guidance throughout the internship period has been invaluable, and I am confident that the insights gained from this experience will contribute positively to my future professional endeavors.

Sincerely yours,

---

Syeda Musarrat Mahbub  
Student ID: 19204019  
BRAC Business School  
BRAC University  
Date: October 16<sup>th</sup>, 2024

## **Non-Disclosure Agreement**

As an intern at the British Law Academy, I'm absolutely vigilant that all the information I have accumulated during my tenure as an intern in the Information and Technology department is disclosed in this report per the policies set by the British Law Academy. I declare that I will maintain the confidentiality of the sensitive information that I have collected as an intern and will not confer it with anyone.

**Student's Full Name & Signature:**

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**Syeda Musarrat Mahbub**  
Student ID

**Organization Supervisor's Full Name & Signature:**

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**Barrister Taseen Mahatab**  
Chairman BLA – British Law Academy  
Partner – Mahatab Alam and Associates

## **Acknowledgement**

I would like to express my deepest gratitude to my academic internship supervisor, Mr. Najmul Hasan PhD, Assistant Professor at BRAC Business School, for his exceptional guidance and unwavering support throughout the internship program. His mentorship was invaluable, enabling me to navigate the challenges of the internship with confidence and successfully complete my report. I greatly appreciate his commitment to my academic and professional growth.

I am also profoundly thankful to my on-site internship supervisor, Barrister Taseen Mahatab, Chairman of British Law Academy. Under his leadership, I gained significant insights into the practical aspects of E-business and social media strategies and ways we can harness e-business in the legal sector. His encouragement and expertise greatly enhanced my ability to conduct research effectively and produce a comprehensive report. The guidance and cooperation I received from the entire team at British Law Academy were instrumental in making my internship experience enriching and productive.

Furthermore, I extend my appreciation to BRAC Business School for providing a platform where theoretical knowledge can be applied to real-world scenarios through the internship program. This experience has been crucial in bridging the gap between academic learning and practical application.

Lastly, I am deeply grateful to my family for their constant support and encouragement throughout my undergraduate studies and internship journey. Their belief in me has been a source of strength and motivation during this period.

## **Executive Summary**

This internship report delves into the strategic role of E-business and social media in enhancing brand visibility, digital marketing, and user engagement, with a specific focus on the British Law Academy (BLA). The insights, knowledge, and practical experiences gained during my internship at British Law Academy form the foundation of this report.

In an era where digital transformation is reshaping industries globally, the education sector in Bangladesh is no exception. The rapid adoption of E-business strategies has become essential for institutions like the British Law Academy to remain competitive and relevant. This report explores how BLA leverages E-business and social media platforms to connect with its target audience, build brand recognition, and foster meaningful interactions with current and prospective students.

The report highlights how the British Law Academy, operating in a competitive market for legal education, has utilized digital tools and social media to differentiate itself from other institutions. By analyzing the effectiveness of these digital strategies, the report provides insights into how BLA has successfully enhanced its online presence, attracted a broader audience, and engaged users more effectively.

Data for this report was gathered from a combination of sources, including internal documents, digital marketing analytics, interviews with key personnel, and observations during the internship period.

**Keywords:** E-Business; Social Media; Brand Visibility; Digital Marketing;

User Engagement; British Law Academy;

## **Table of Contents**

<b>Declaration.....</b>	<b>ii</b>
<b>Letter of Transmittal .....</b>	<b>iii</b>
<b>Non-Disclosure Agreement .....</b>	<b>iv</b>
<b>Acknowledgement.....</b>	<b>v</b>
<b>Executive Summary .....</b>	<b>vi</b>
<b>Table of Contents .....</b>	<b>vii</b>
<b>List of Tables .....</b>	<b>x</b>
<b>List of Figures.....</b>	<b>xi</b>
<b>List of Acronyms .....</b>	<b>xii</b>
<b>Glossary .....</b>	<b>xiii</b>
<b>Chapter 1 Overview of the Internship .....</b>	<b>1</b>
1.1 Student Information .....	1
1.2 Internship Information .....	1
1.3 Internship company supervisor’s information .....	1
1.4 Job Scope - Job Description/responsibilities/duties.....	4
1.5 Internship Outcomes .....	4
1.5.1 Benefits to the students .....	5
1.5.2 Problems/Difficulties faced during the internship period.....	6
1.5.3 Recommendation to the company on future internship .....	6
<b>Chapter 2 Overview of the organization.....</b>	<b>8</b>

2.1 Introduction.....	8
2.2 About British Law Academy .....	9
2.3 Different departments of the organizations.....	12
2.4 British Law Academy Products and Service .....	13
2.5 British Law Academy Clientele.....	17
2.6 British Law Academy Management Practices .....	19
2.6. 1British Law Academy Leadership Style .....	19
2.6. 2 British Law Academy Hierarchy .....	21
2.6. 3 British Law Academy Human Resource Planning Process .....	22
2.6.3. 1 Selection and Recruitment Process.....	24
2.6.3. 2 Compensation System.....	26
2.6.3. 3 Training and Development Initiatives .....	27
2.6.3. 4 Performance Evaluation.....	28
2.7 Marketing Practices .....	29
2.7. 1 Target Customer, Targeting and Positioning Strategy.....	29
2.7. 2 7P’s Marketing Mix .....	31
2.8 Operational Management & Information System Practices .....	34
2.9. Industry and Competitive Analysis.....	37
2.9. 1 SWOT Analysis .....	37
2.9.1. 1 Strength.....	37
2.9.1. 2 Weakness .....	38



2.9.1. 3 Opportunities.....	38
2.9.1. 4 Threats.....	38
2.9.2. Porter’s Five Forces Analysis .....	39
2.9.2. 1 Threat of New Entrants .....	39
2.9.2. 2 Threats of Substitutes.....	40
2.9.2. 3 Competitive Rivalry.....	41
2.9.2. 4 Bargaining Power of Buyers .....	41
2.9.2. 5 Bargaining Power of Suppliers .....	42
2.10 Conclusion .....	43
2.11 Recommendation .....	44
<b>Chapter 3 .....</b>	<b>45</b>
3.1 Introduction.....	45
3.1.2 Background Information.....	46
3.1.3 Objectives of the study.....	47
3.1.4 Significance of the study.....	48
3.2 Literature Review.....	49
3.3 Methodology.....	52
3.3.1 Source of the data and information .....	52
3.4 Findings .....	57
3.5 Analysis.....	62
3.6 Results.....	69
3.7 Conclusion .....	72
3.8 Future Recommendations .....	74
<b>References .....</b>	<b>75</b>

## List of Tables

Table 1: Student information .....	1
Table 2: Internship information .....	1
Table 3: Internship company supervisor's information .....	1
Table 4: Student contribution to different department.....	5
Table 5: Breif Profile of British Law Academy.....	11

## List of Figures

Figure 1: Company logo .....	9
Figure 2: Kurt Lewin’s Leadership Style.....	19
Figure 3: British law Academy Hierarchy .....	21
Figure 4: Human resource Planning process of BLA .....	22
Figure 5: 7p’s of marketing mix .....	31
Figure 6: SWOT Analysis of BLA .....	37
Figure 7: Gauge Chart Indicating Threats of New Entrants .....	39
Figure 8: : Gauge Chart Indicating Threats of Substitute .....	40
Figure 9: Gauge Chart Indicating Competitive Rivalry.....	41
Figure 10: Gauge Chart Indicating bargaining powers of Buyers .....	41
Figure 11: Gauge Chart Indicating bargaining powers of Suppliers .....	41
Figure 12: BLA Facebook metrics report .....	57
Figure 13:BLA Instagram metrics report .....	58

## List of Acronyms

BLA	British Law Academy
HCM	Human Capital Management
IT	Information Technology
DBM	Data Base Management
B2B	Business to Business
MD	Managing Director
ADP	Advance, Deposits and Prepayments
HRIS	Human Resource Information Systems
AI	Artificial Intelligence
ML	Machine Learning
CIM	Computer Information Management
CPC	Cost Per Click
KPI	Key Performance Indicator
Q&A	Question and Answer
ROI	Return on Investment/Income
LMS	Learning Management System

## **Glossary**

Job Description	This refers to written informative documentation that contains the duties, tasks, responsibilities, and qualifications of a task based on the findings of the job analysis
Meeting Minutes	Meeting minutes are the notes that are taken during the Meeting. They usually contains the discussion, decisions, or activities that will be undertaken.
HRIS	A human resources information system (HRIS) is a software solution that maintains, manages, and processes detailed employee information and human resources-related policies and procedures.
OSCOLA	The Oxford Standard for Citation of Legal Authorities (OSCOLA) was developed at Oxford University, and is widely used by law schools and publishers to acknowledge source information
BPTC	The Bar Professional Training Course or BPTC is a postgraduate course which allows law graduates to be named and practice as barristers in England and Wales.

# Chapter 1

## Overview of the Internship

### 1.1 Student Information:

Name:	Syeda Musarrat Mahbub
Student ID:	19204019
Program:	Bachelor of Business Administration
Major:	Computer Information Systems
Minor:	E-Business

*Table 1: Student Information*

### 1.2 Internship Information:

Period:	3 (Three) months
Company Name:	British Law Academy BLA
Department/Division:	Information Technology
Address:	Union Heights, Level 14, 55/2 Bir Uttam Kazi Nuruzzaman, West Panthapath, Dhaka 1205, 1209

*Table 2: Internship Information*

### 1.3 Internship Company's Supervisor Information:

Name:	Barrister Taseen Mahatab
Designation:	Chairman BLA- British Law Academy Partner Mahatab Alam and Associates

*Table 3: Company supervisor's information*

## 1.4 Job Scopes – Job description/ responsibilities/ duties

During my internship at the esteemed British Law Academy, I had the privilege of working in the dynamic Information Technology department. In this role, I provided valuable support and collaborated closely with the skilled IT team to fulfill a range of diverse responsibilities

The responsibilities are described below:

- **Content Creation:** Develop relevant, engaging content across diverse BLA social media platforms, including but not limited to posts, images, videos, and blogs showcasing the academy's offerings, achievements, and students' success stories..
- **Analytics and Reporting:** Monitoring and analysis of social media campaign performance using tools such as Meta Suite report writing to monitor progress, and recommendations for future improvements.
- **Content Updates:** BLA social media updates regarding course information, faculty, events, news, etc., are done regularly to maintain its currency for both prospective and current students.
- **Optimization:** This helps optimize website content for social media to easily view the site and direct more traffic toward it.
- **User Experience:** Advisory role in designing the website and functionality of the website to improve the user experience to ensure easier access to information for visitors.
- **Campaign Development:** Partner in the development and distribution of message marketing campaigns to prospective students, alumni, and other constituents focused on increasing enrollment and engagement.

- **Database Management:** Provide day-to-day management and update of replies of prospects lists to ensure targeted and effective communications.
- **Ad Campaigns:** Provide support in the development and management of online advertising campaigns including but not limited to Google Ads and social media ads promoting BLA courses and events.
- **Budget Management:** The facilitation of ad budget tracking to ensure that campaigns are value-for-money and within budget.
- **Competitor Analysis:** Research into competitors within the legal education sector, looking to identify trends, opportunities, and threats, and providing insight for strategic planning.
- **Target Audience Analysis:** This is a demographic and preference analysis of BLA's target audience for more effective communication.
- **Performance Reporting:** Reporting on the performance of digital marketing activities on a regular basis and recommending improvements based on data analysis.
- **Collecting Feedback:** Gaining feedback from students and other stakeholders on digital initiatives to help inform future strategy decisions.

Overall, I used to perform additional tasks for the Human Capital Management Department in addition to my departmental duties to expand my knowledge of the company.



## 1.5 Internship Outcomes

The duties assigned to me as an intern at the British Law Academy was one designed to enhance their e-business in various activities, improving brand visibility through digital marketing and user engagement. From the onset of my internship at BLA I was made accustomed to their corporate ambience. Later on I was introduced to their social media, their trend in social media. From 1<sup>st</sup> July- 30<sup>th</sup> September I was assigned to the IT team where my primary role was to analyze and enhance the organization's online presence and engagement metrics. My core responsibilities included comparing current digital performance data with previous periods and analyzing the causes of variations in key performance indicators (KPIs). My role involved critically reviewing and making improvements to the presence of the academy and its marketing strategies online. Below is a summarized account of my contributions and the success achieved:

<b>Department Name</b>	<b>Activities Executed</b>
<b>Information Technology</b>	Conducting analytical analysis on social media
	Comparison of metrics
	Ad budget allocation
	Assisting in enhancing e-presence
<b>Training</b>	Meta Suite usage training
	Meta Insight Training
<b>Human Capital Management</b>	Employee Record Management

<b>Department Name</b>	<b>Activities Executed</b>
<b>Human Capital Management</b>	Support System
	Payroll Check
	Data analysis

*Table 4: Students Contribution to different department*

### **1.5.1 Benefits to the Students**

Doing an internship at the British Law Academy has given me insights into real-world work experience and helped me to build the basic skill set I need to excel in any job place. The benefits I have received while doing this internship are given below:

1. This internship has equipped me with strong analytical skills, necessary in assessing the performance of digital marketing and interpreting user engagement metrics
2. During my internship, I refined my soft skills in the areas of team management, problem-solving, creativity, leadership, work ethics, and time management.
3. It helped me to maintain a positive attitude, showing readiness to learn from each given opportunity, and made it easy for me to adjust to the dynamic environment at BLA.
4. BLA availed me of the opportunity to get constructive feedback from senior staff regarding ongoing work.
5. Working at BLA helped me to develop a realistic view of how an organization works helpful in driving marketing strategies towards business objectives.
6. The internship has filled the gap between academic knowledge and professional experience, thus providing an opportunity to put into practice digital marketing and social media strategies learned during my coursework.

7. The internship stay has been able to help me to ignite the focus my areas of interest that is digital marketing and e-business.
8. I have learned appropriate ways of reaching out to the top management with etiquette and professionalism.
9. This internship has given me diverse Exposures, a wide perspective into the different fields of digital marketing and user engagement that might not be experienced in other industries.

### **1.5.2 Problems / Difficulties (faced during the internship period)**

There were some challenges encountered while working in the IT sector at BLA during my internship. The difficulties I faced are outlined below:

1. There were not enough financial papers I was allowed to go through or do research appropriately.
2. I was not allowed to go through the legal documentation of BLA
3. Adapting to new technologies at BLA was challenging at times, especially without adequate training or onboarding processes.

### **1.5.3 Recommendations to the company on future internships**

Every employee of the British Law Academy is very professional, and management-oriented to the academy directors and heads of the departments of the institution, revealing excellent professionalism and academic skills. Entire BLA personnel conducted regular meetings with directors to inquire about ongoing problems and provided recommendations and suggestions

that were very valuable to me for the internship report to overcome difficulties that rose during the integration process of IT into digital marketing strategies. Nevertheless, there are some recommendations to BLA for further improvements of internships:

1. **Provide a higher internship allowance:** This will help if BLA can consider increasing the allowance for its interns. This will attract more brilliant students to the academy, which in turn will contribute effectively to the academy and increase the overall value of the internship.
2. **Impart Extensive Training:** Adequate training on topics such as digital marketing tools, IT systems, and how to manage social media for the enrolled interns would get them to work more effectively without technical obstacles. This would also allow the interns to contribute much more valuably to the technological initiatives of BLA.
3. **Access to Educational Resources:** It would also be very helpful if, when available, some of the related articles, case studies, and research papers could be made publicly available. That would give the necessary depth of understanding of certain key e-business strategies of the academy and thus enable interns to make more insightful and informed internship reports.

## **Chapter 2**

### **Overview of the Organization:**

#### **2.1 Introduction**

That the British legal system is a factor in the legal education and practices of most regions in the world, including Bangladesh, is an immemorial influence. The roots of British law in Bangladesh date back to the colonial period when the British Empire established legal frameworks and institutions in this region. They have been the very founding basis of the Bangladeshi legal education system that has continued to take a turn and evolve with time.

In this pace of change, the British Law Academy (BLA) plays an important role. Since its inception to fill in the gaps that were viewed as existing between purely academic learning and genuinely legally oriented education, BLA has risen to be one of the most important institutions for aspiring lawyers in Bangladesh. British Law Academy started off at the beginning of the 2000s, yet it expanded its realms.

It is a knowledge powerhouse that inculcates an attitude of reasoning, morality, and profound perception about the laws of the land through its competent faculty, and modern infrastructure. Since then, the British Law Academy has continued to contribute much to the legal education sector in Bangladesh by shaping the next generation of legal professionals, ready to rise to the challenges of the dynamic global legal environment.

## 2.2 About British Law Academy

The British Law Academy BLA is an institute of excellence in Bangladesh offering high-quality professional legal education and practical training towards UK-based legal qualifications. This institution was set up with the aim of filling the gap between theoretical legal education and application practice; consequently, BLA established itself as a name synonymous with excellence for students pursuing A-Level Law, LLB, GP, and BTC/LLM programs affiliated with UK universities. BLA, with its locations at Dhanmondi and Gulshan, respectively, offers a wide variety of tuitions, both online and offline, in order to make sure that the students receive comprehensive support concerning their academic and professional needs.



*Figure 1 : Company Logo*

The faculty at BLA is an erudite assembly of barristers who carry their insight and practical experiences into the classrooms, hence offering critical insights into the underpinning legal principles and practices that a student would require to achieve success within the UK legal system. The academy also offers a variety of bespoke short courses to develop students' skills in areas of importance such as OSCOLA referencing, exam techniques, IRAC- Issue, Rule, Application, and Conclusion writing case notes. These courses are particularly useful for students who wish to transfer to or continue their studies within the UK because they are concerned with the particular skills and knowledge required for success in UK law examinations and assignments.

BLA focuses on creating a learning environment that is supportive yet challenging to assist students in building those critical skills, confidence, and knowledge that will enable them to succeed in their chosen legal careers. Due to space limitations, BLA invites interested applicants to apply early and not forfeit the opportunity to study with some of the most respected legal educators in the country. BLA is committed to providing the highest quality of legal education and meeting the stringent standards expected by British law. The curriculum offered at this academy is, therefore, designed to equip the students to take on all the challenges of local and international legal practices. With comprehensive course offerings and personal attention to every student, BLA makes it possible for all its students to have the best prospects in their current academic or professional pursuits.

BLA enjoys is a subsidiary of Mahatab Alam & Associates, with a strategic relationship that strengthens both institutions' missions in the legal field. It is one of the leading law firms in Dhaka, having more than 30 years of experience, and it owns and operates BLA. It brings vast legal experience to improve the standard of education at the academy.

Barrister Taseen Mahatab, holds the title of Barrister at Law from the Honourable Society of Lincoln's Inn. His expertise lies in criminal, civil and company law. He also works for Mahatab Alam & Associates and served as a 'Legal Associate' at Justice for Tenants in London UK. He also chairs and founded the British Law Academy. Barrister Taseen Mahatab has earned high praise for his exceptional work in law in criminal and company cases. He showed his skill as a barrister by resolving a 10 million Taka copyright dispute for a client. Barrister Taseen Mahatab also started Taxjoma, a branch of Mahatab Alam & Associates. Taxjoma, a groundbreaking tax firm, has changed how people submit tax returns in Bangladesh.

**Brief Profile of British Law Academy BLA:**

<b>Company name</b>	British Law Academy BLA
<b>Address</b>	BLA - British Law Academy, Union Heights, Level 14, 55/2 Bir Uttam Kazi Nuruzzaman, West Panthapath, Dhaka 1205, 1209
<b>Phone</b>	01841-626414
<b>Email</b>	blabritishlawacademy@gmail.com
<b>Branch</b>	Dhanmondi and Gulshan
<b>Facebook Link</b>	<a href="https://www.facebook.com/BLA.BritishLawAcademy">https://www.facebook.com/BLA.BritishLawAcademy</a>
<b>Instagram Link</b>	<a href="https://www.instagram.com/blabritishlawacademy">https://www.instagram.com/blabritishlawacademy</a>

*Table 5: Brief Profile of British Law Academy BLA*



## **2.3 Different departments of the organization**

British Law Academy (BLA) can be divided into several main departments, each focusing on different parts of its educational offerings and operational needs. Here's a breakdown of the departments they have:

### **1. Academic Department**

- The Academic Department has the job of developing and manage the curriculum, course content, and teaching methods. This department makes sure that the educational programs match up with the newest legal standards and practices.
- Creating course outlines working with faculty members watching over the delivery of lectures and seminars, and making sure the academic content is high-quality.

### **2. Admissions and Enrollment Department ( Online & offline)**

- This department oversees how new students join the academy. It handles questions, reviews applications, and helps students sign up.
- It gives out program details, looks over applications, talks to potential students, and keeps student files up to date.

### **3. Student Services Department**

- Student Services aims to help students with any issues regarding class and studies notes and pieces of training etc.
- It guides students on their grades, helps them plan their careers, and tackles any problems students might have.

#### **4. IT & E-presence Department**

- Create and carry out digital marketing plans
- Look after the academy's website and online tools
- Run social media marketing and online ads
- Study digital engagement numbers and make plans better
- Set up and help with online learning tools and platforms

#### **5. Human Capital Management Department**

- Run day-to-day office tasks and maintain facilities
- Training of New interns and Follow-ups
- Look after money planning and budget creation
- Take care of HR duties and employee oversight
- Make sure the company follows all laws and rules

### **2.4 British Law Academy Products and Services:**

British Law Academy (BLA) is a top legal education provider in Bangladesh. It has branches in Gulshan and Dhanmondi, and a strong online presence. BLA offers many products and services to meet the needs of local and international law students:

#### **1. Online Classes and Learning Programs:**

A team of seasoned barristers and legal experts teach courses giving students a flexible learning setting that helps their academic and career objectives BLA focuses on giving online

lessons for many different law degrees helping students from all over the world. The school has courses to:

- **A-Level Law:** Full support for A-Level Law exam prep. Covers all parts of the syllabus with expert help.
- **General Paper (GP):** Help to meet General Paper needs. Focuses on building critical thinking and analysis skills.
- **LLB (Bachelor of Laws):** Custom help for LLB students. Makes sure they hit the academic marks needed for their degree.
- **BTC/LLM (Bar Training Course/Master of Laws):** Deep prep for Bar Training Course and LLM programs. Gives students the skills and know-how they need for high-level legal studies.

## 2. Short Courses:

BLA offers a range of short courses to improve specific skills crucial for legal studies and practice. These include:

- **OSCOLA Referencing Course:** This course helps students moving to the UK and covers the OSCOLA referencing style needed for legal assessments and papers. It aims to make students skilled in correct legal citation.
- **Exam Techniques:** This course aims to boost students' test-taking abilities. It gives tips and drills to help them do well in law exams.

- **IRAC Technique and Application:** Students learn the IRAC (Issue, Rule, Application, Conclusion) method in this course. It's a key way to organize legal arguments and analysis.
- **Case Note Writing:** This course teaches students how to write good case notes. This skill is key for legal research and school work.
- **Pre-Barrister Training Course:** This course is for students getting ready for the Bar Professional Training Course (BPTC). It gives them the basic knowledge and skills they need to succeed as a barrister.

### 3. Specialized Courses:

BLA gives specialized courses like:

- **Legal English Course:** Made for law students to boost their confidence and skill in legal English, this course aims to better the communication abilities needed for legal work.
- **ADR Course:** Centered on Alternative Dispute Resolution (ADR), this course gives students the know-how and methods to solve disputes outside regular courts.

### 4. Revision and Mock Exams:

BLA offers revision courses and mock exams to help students get ready for their LLB and other legal tests. These sessions try to copy real exam settings and give useful practice and input.

## **5. Referral Program:**

BLA encourages students to tell their friends about the academy. When a friend they suggest signs up for classes, the student who recommended them gets 25% off their class fees for those subjects.

## **6. Specialized Study Modules:**

BLA has study modules for hard topics like Commercial Law and International Commercial Law for University of London (UOL) students in their second and third years. Skilled teachers like “Chandra Banerjee” lead these modules giving students deep knowledge and know-how.

## **7. Flexible Learning Options:** To fit different learning styles, BLA has flexible learning options, including:

- **Group Classes:** Students learn together in interactive sessions, which helps them support each other and learn from their peers.
- **One-on-One Tutoring:** Students get personal instruction that focuses on their specific needs, which ensures they get targeted help and focused learning.

## **8. Pre-Barrister Training Course:**

BLA offers a pre-Barrister Training Course to get students ready for the tough Bar

Professional Training Course (BPTC). This course gives students the basic knowledge and skills they need to succeed in barrister training

## **2.5 British Law Academy Clientele**

British Law Academy (BLA) serves a diverse and global client base, positioning itself as a leading institution for legal education in Bangladesh. The academy's target audience includes a range of individuals and groups who seek high-quality legal education and training. Target Audience of BLA

### **1. Aspiring Legal Professionals:**

BLA primarily caters to students who aspire to enter the legal profession. This includes individuals seeking tuition support for A-Level Law, LLB - University of London (UOL), and other legal qualifications. These students are often looking to build a solid foundation in legal principles and practices, preparing for careers as barristers, solicitors, or legal advisors.

### **2. International Students:**

A significant portion of BLA's clientele comprises international students from the United Kingdom, Europe, and other parts of the world. These students choose BLA for its comprehensive online support and specialized courses tailored to meet the standards of UK legal education. BLA's international reach reflects its commitment to providing quality education across borders, helping students seamlessly transition into global legal systems

### **3. Legal Professionals and Practitioners:**

BLA also targets legal professionals who wish to enhance their skills and knowledge. This includes practicing lawyers, legal consultants, and corporate legal advisors seeking specialized training in areas such as OSCOLA referencing, exam techniques, and advanced legal writing. The academy's short courses and workshops cater to these professionals, offering practical insights and updates on current legal practices.

### **4. Students Preparing for UK Legal Qualifications:**

A crucial segment of BLA's audience includes students preparing for specific UK legal qualifications and exams. These students benefit from BLA's focused courses on OSCOLA referencing, IRAC technique, and case note writing. By offering targeted training, BLA supports these students in meeting the rigorous standards of UK legal education and assessments.

### **5. Law Firms and Corporate Clients:**

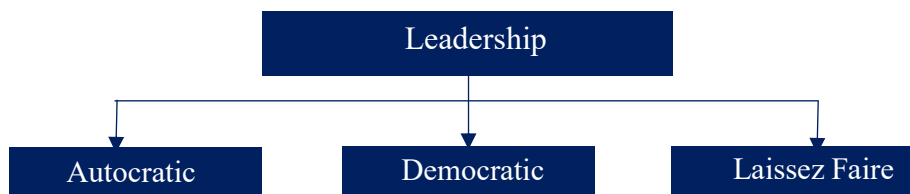
As a subsidiary of Mahatab Alam & Associates, BLA also engages with law firms and corporate clients seeking educational support for their staff. This includes tailored training programs and workshops designed to enhance the skills of legal teams and ensure they stay updated with the latest legal practices and technologies.

In summary, British Law Academy's target audience is diverse, encompassing aspiring legal students, international learners, legal professionals, and corporate clients. By addressing the

needs of these various groups, BLA establishes itself as a leading institution in legal education, bridging the gap between academic learning and practical application in the legal field.

## 2.6 British Law Academy Management Practices

### 2.6.1 British Law Academy Leadership Style



*Figure 2: Kurt Lewin's Leadership Styles*

BLA follows a Democratic leadership style. Democratic leadership lets team members take part in making decisions creating a team-oriented and welcoming environment. This approach works well in academic and educational institutions like BLA, which aim to create an visionary and helpful learning space for students and teachers alike.

#### **Key Aspects of Democratic Leadership at BLA:**

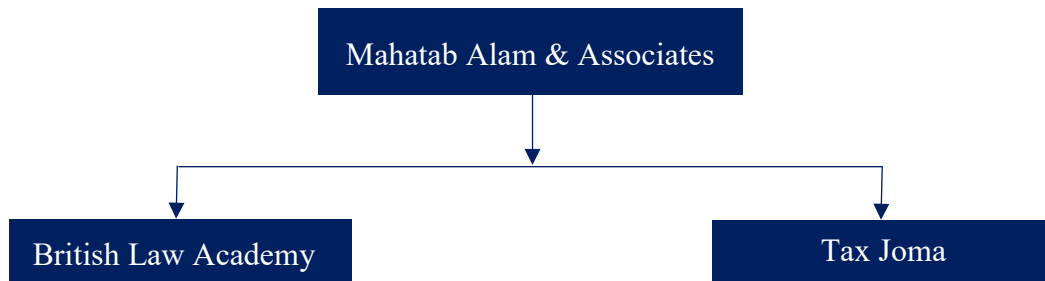
1. **Collaborative Decision-Making:** At BLA democratic leadership would encourage faculty members to join in on shaping the curriculum and teaching methods. The faculty made up of 12 barristers and lawyers, would pool their know-how. This team effort makes sure BLA taps into all the skills its faculty has to offer. As a result, students get a fuller more well-rounded education.



3. **Student-Centric Approach:** BLA can improve its programs by asking students what they think and using their ideas. This works well for all students, including those from other countries. When They involve its students in course planning and other academic purposes they feel more involved with their classes
4. **Empowerment and Innovation:** Democratic leadership gives power to the faculty and staff to start new projects and share ideas to make the Academy better. They can suggest new classes like OSCOLA referencing or advanced exam skills training. This openness to new ideas helps BLA keep up with other schools and stay important in the fast-changing world of legal education.
4. **Better Communication and Teamwork:** In a democratic leadership environment, people talk more , which creates a feeling of teamwork and shared duty among everyone in the school. This matters a lot for BLA especially because it teaches online and has students all over the world. Good communication and working together are crucial to provide top-notch education.
5. **Adaptability and Growth:** As BLA grows and expands its services through its online platform, the democratic leadership style allows it to adapt. The leadership can get input from the faculty, students, and other stakeholders to make smart choices that match the institution's goals and what the legal education market needs.

The democratic leadership style fits British Law Academy well because it matches the institution's aims to provide top-notch, student-focused legal education while leveraging the skills of its faculty. By creating a team-like environment, BLA can keep coming up with new ideas and adapting making sure it stays a top institution in the legal education field.

## 2.6.2 British Law Academy Hierarchy:



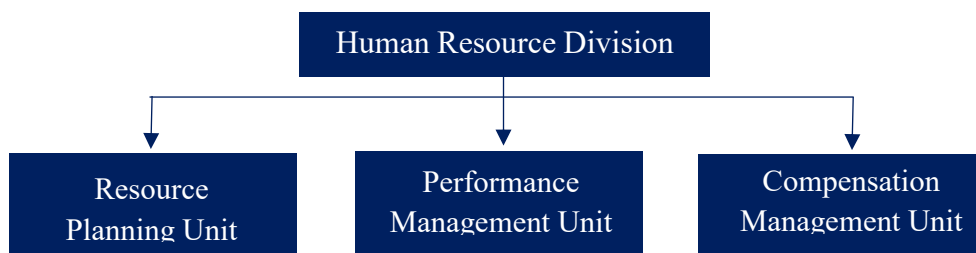
*Figure 3: British Law Academy hierarchy*

Mahatab Alam & Associates, a well-known law firm with over 30 years of experience, runs British Law Academy (BLA). This connection brings together legal practice and legal education, with Mahatab Alam & Associates using its vast expertise and resources to set up and manage BLA. As a part of Mahatab Alam & Associates, BLA gains from the firm's strong ties in the legal world, its drive for legal excellence, and its solid reputation.

This ownership setup lets BLA offer top-notch legal education backed by a team of 12 barristers and lawyers, with many working at Mahatab Alam & Associates. The firm's involvement makes sure BLA's courses and teaching fit with today's legal work and industry norms. This close tie also gives students a reality check on what it's like to be a lawyer as well as chances to meet experienced pros.

By working together, Mahatab Alam & Associates and BLA build a full system that not only teaches future lawyers but also gets them ready to handle what the legal world wants, thereby reinforcing both commitment to legal excellence.

### 2.6.3 British Law Academy's Human Resource Planning Process:



*Figure 4: Human Resource Planning Process of British Law Academy*

The Human Resource department develops the exact amount of human capital to bring about smooth and efficient operations. The HR department of BLA consists of the key units that are responsible for distinct functions to keep the academy running smoothly. They are

#### **1. Resource Planning Unit**

The Resource Planning Unit at BLA, through which the academy has to project the staffing requirements in its various departments: academic, administrative, and support services. The unit works towards ensuring that all departments are sufficiently staffed with qualitatively suitable personnel matching the growth and operational requirements of the institution. Similarly, they can be involved in fresh recruitment or managing transitions in the staff, such as promotion, transfer, or replacement. This unit develops comprehensive job descriptions of

faculty, administrative, and other specialized posts within the academy to ensure a match of qualifications, skills, and expertise.

## **2. Performance Management Unit**

The Performance Management Unit at BLA is responsible for continuous employee performance appraisal. This unit performs data collection and undertakes assessments annually. Examples of such incentives include performance bonuses and merit allowances given to cases of high performance. For cases of underperformance, there could be a review of the contract where such roles are re-assessed for any necessary disciplinary actions. It ensures quality and accountability within the academy.

## **3. Compensation Management Unit**

The Compensation Management Unit provides the requisite oversight for the financial remuneration of employees at BLA. It is responsible for handling information on salaries, benefits, and bonuses. Under the assurance of timeliness and accuracy, this unit has ensured that compensations of all employees are catered for, provision of salary certificates to facilitate loans or advances, assistance of employees in calculating income tax, and adherence to all relevant regulations regarding taxes. The Compensation Management Unit also dispenses various allowances, such as conveyance and mobile phone allowances.

### **2.6.3.1 Selection and Recruitment Process**

The recruitment process of BLA aims to attract highly qualified candidates to fill various positions in the academy. The recruitment strategy selects candidates for job positions based on fair opportunity, irrespective of their backgrounds, based on academic credentials and skills that will match the values and needs of BLA. It normally entails checks into academic records, written examinations, and interviews. The selection is normally critical, as only those who can deliver on BLA's mission of quality legal education are selected. A short glimpse of the recruitment process :

**I. Needs Assessment:** The inception of the recruitment process in British Law Academy is a very comprehensive needs assessment. The heads of departments, in collaboration with the Human Resource Division, identify the gaps that exist within the present team and therefore determine if recruits are necessary. This assessment is mainly about understanding the current and future needs of the institution to make sure that the recruitment process fits within BLA's strategic goals.

**II. Job Descriptions Preparation:** A needs assessment was followed by the preparation of detailed job descriptions. The skills required, various responsibilities entailed, and qualifications needed for a particular posting form the components of each job description. It is at this stage that the HR team will ensure that each job description properly reflects the demands of a given role and meets BLA's standards of excellence in legal education.

**III. Talent Search:** BLA selects the best candidates by recruiting internally and externally. The entry-level vacancy announcement is published on renowned job portals like LinkedIn and on the official social media pages of BLA. In case of higher or professional order vacancies, the academy promotes from within by considering its pool of talents or using professional networks to ensure a best-fit candidate for the vacancy.

**IV. Screening & Shortlisting:** Applications, once received, are initially screened and shortlisted at the head of the department's level, which caused the requirement of recruitment. Departmental heads will go through the submitted resumes against the requirements of the job. They will pick up a few for further consideration. The shortlisted candidates shall be contacted for the interview process.

**V. Tasks Assigned:** Shortlisted candidates after going through rigorous screening, a task is assigned to them with proper instruction where they have to brainstorm and show their expertise in the desired field. There's a deadline for each task and must be submitted within that limited time frame otherwise the candidate will be disqualified. After the completion of the task, they are asked to go through a preliminary interview.

**VI. Preliminary Interview:** This is normally conducted by the Human Resource Manager with the concerned head of the department. The knowledge of the subject, teaching or administrative experience, communication skills, and attitude towards values and culture in BLA will be gauged during this meeting.

**VI. Final Interview:** The Director or any other senior member of the management at BLA will invite candidates who have successfully cleared the preliminary interview for a final round of interviews. This interview focuses on assessing the potential contribution the candidate will offer to the academy, apart from his long-term career aspirations, to enable the mission of offering nothing but quality legal education.

**VII. Selection:** Finally, the best candidate will be selected through a joint agreement of the HR Manager with the senior management team after having gone through the interview. After selection, an offer is extended to the chosen candidate for a three-month probationary period wherein his performance will be closely monitored if he will meet the high standards of BLA.

This structured recruitment and selection process ensures that BLA continues to attract and retain high-caliber human resources for the sustenance of its reputation as an institution of excellence for legal education.

### **2. 6. 3. 2 Compensation System**

BLA has a full compensation package available to attract and retain the best. The package includes:

- **Basic Salary:** This shall be a competitive base salary reflecting one's role and experience and job description.
- **Variable Elements:** Conveyance, merit, and performance bonus allowances, mobile phone allowance, amongst others, for helping the employee to discharge his duties. There are other variable payment options depending on the mode of classes taken , for instance, the payment for a one-to-one class is different than that of the group class.

- **Other Elements:** Paid sick leave, educational leave, and casual leave, to assist in maintaining the well-being and professional development of employees. There's extra pay for working over-time.

### 2.6.3.3 Training and Development Initiatives

Continuous learning and professional development are, therefore, enshrined within the institution's machinery to ensure that BLA staff are abreast of current developments in both the legal and educational sectors. The academy conducts various forms of training and engagement for its faculty and administrative staff, each tailored toward their different roles and responsibilities, which include the following:

- **Legal Education Training:** This includes updates within the legal education sector in general, teaching methodologies, and curriculum development.
- **Technology Integration:** Training on recent educational technologies and platforms to enhance online and in-person teaching.
- **Social -Media and Meta Suite know-how:** Ways to integrate into the meta suite and the metrics of social media and bring about useful insights for reports.
- **Professional Development:** Courses in leadership, communication, and other soft skills that are fundamental to career enhancement.
- **Compliance Training:** Training to ensure that all staff are aware of and comply with legal and institutional standards and policies.



These training programs are very vital for maintaining the high standards of BLA in education, as well as in operational excellence so that all staff can be well-equipped to provide support for the mission and goals of the academy.

#### **2.6.3.4 Performance Evaluation:**

The application of the performance appraisal system in British Law Academy-BLA is customized to the continuous improvement and quality in the application of teaching and administrative duties. In this process, the workers' performances are continuously scrutinized by immediate supervisors who offer frequent feedback that helps align their activities to those stated by the academy.

For the most part, faculty performance evaluations are based on various key factors including student feedback, class engagement, and academic outcomes. To such ends, students anonymously can comment about their professors concerning effective teaching methods and clarity of material presented along with their overall learning experience at the close of each class or module

Contributions in these areas are discussed at regular meetings with the Academic Coordinator, where guidance and support for the instructors ensure that they can meet the professional development expectations stated in their professional development plan.

Performance appraisal for the administrative staff centers on their capability to serve the needs of the operation's side of the academy, their promptness in response to queries or inquiries by the students and faculty members, and how well and efficiently they manage

their jobs. The supervisors provide regular feedback regarding this basis and discuss performance at one-on-one meetings.

It also measures the performance against specific targets or objectives, such as enrolment targets allocated or event management responsibilities. Therefore, the Director of BLA feeds back to all departmental heads and the HR Manager about their achievement of these objectives in terms of growth and success of the academy.

The objective of the performance evaluation system in BLA is not the formal appraisal sessions themselves but the regular process of feedback and development. In that way, every staff member will be actively involved in the academy in striving to continue providing quality legal education.

## **2.7 Marketing Practices:**

### **2.7.1 Target Customer, Targeting and Positioning Strategy:**

British Law Academy segregates its market strategy concerning geographical location as well as specific educational needs. With physical branches both in the Gulshan and Dhanmondi areas of Dhaka, and an effective online platform, BLA covers students from not only Bangladesh but also other countries, especially those needing legal education based on the UK curriculum.

The main customers that BLA would market to are students wanting to study A-level Law, LLB and BTC/LLM postgraduate courses in British universities. In addition, BLA will also be marketed to attorneys desiring to enhance their knowledge on topics such as OSCLA referencing, exam techniques, IRAC application and case note writing with short-term courses. In this respect, the online courses of BLA shall be particularly appealing to overseas students and expatriates seeking flexibility in learning schedules and convenience in terms of time zones.

BLA also claims to be one of the largest legal educational providers in Bangladesh by its connection with Mahatab Alam & Associates, one of the most reputed law firms in Bangladesh. This thus suggests that BLA will seek to bridge the gap between legal education and professional practice, but in a way that offers students insight and practical skills directly relevant to the profession.

Strategically positioned as a modern, internationally-linked educational institution, BLA attracts a wide range of students—from those aspired to the most prestigious legal career in Bangladesh and abroad to those who want to seek high-quality teaching from experienced barristers and legal practitioners. Because of this reason, BLA has been identified and maintained as a brand for quality legal education for local and foreign students alike.

## 2.7.2 7P's of Marketing Mix:

7P's Marketing Mix of British Law Academy (BLA)



*Figure 5: 7p's of Marketing Mix*

**Product:** The BLA has a variety of options for studying the law - standard A level, LLB, and postgraduate courses (BTC/LLM) which are equipped to match different transferable skills necessary for UK universities. Furthermore, BLA specializes in legal education and provides short courses like OSCLA referencing, exam techniques, IRAC technique, and application, and the writing of a case note. These educational provisions are created to consider the students' different needs nationally and internationally. The faculty of the university mainly consists of barristers of high caliber and legal experts who ensure that the teaching is of the most up-to-date content and remains to be both of high quality and relevant.

**Price:** The courses at BLA are set at competitive prices along the standards and premium pricing tiers which are determined by the type of course and the amount of personal guidance given. On the other hand, the short courses are priced as low as Tk.500 which means it is a beginner class and costs all the way up to the most expensive class. Financially aware, these young students will be in a better position to get help from budget-friendly options to the extra tutoring requirement existing in the high end. This pricing schedule allows BLA to target the different segments of the market, students who are thrifty and those that want special attention in their education.

**Place:** Besides the two physical venues in Gulshan and Dhanmondi, Dhaka, BLA has a virtual campus that provides access to local pupils. Moreover, BLA has a virtual campus that is used to reach students worldwide, including those from the UK & Europe for the provision of its legal education services. Being in a position to serve students from both the local and the international scene adds to the competitive advantage of BLA.

**Promotion:** The academy has a promotion approach, which is to include its ties to Mahatab Alam & associates; Associates as a way of cultivating trust and getting attention for the work it is doing with the students. For example, BLA displays its products at educational fairs and presents papers at seminars for increased visibility and exposure to the potential audience. BLA also takes advantage of new digital marketing strategies to reach out to a larger audience, including social media and search engine optimisation. The students' gratitude for the training received and their ties with the legal professionals create a perfect synergy with the promotional works carried out at the institution.

**Physical Evidence:** The tangible experiences of BLA are found in the two clean and furnished branches owned by the institute in Gulshan and Dhanmondi that authenticate its goodwill and commitment to the education provision of high quality. The BLA website was published following the detailed information on the subjects offered, faculty members, and facilities. It is a virtual place for potential students to talk or see the BLA representatives.

**Processes:** BLA guarantees a smooth educational process through clearly established steps for course registration, delivery, and assessment. Starting from the initial inquiry and registration all the way to the delivery of course materials and feedback on assignments, BLA emphasizes a student-centered approach with maximum efficiency. The academy's online platform is designed to be user-friendly, allowing students to access course materials, participate in live sessions, and track their progress easily.

**People:** BLA's success is largely due to its 12 barristers and lawyers who are highly qualified and motivated to provide the best legal education possible. These educators not only have a deep understanding of the legal field but also have real-life experience to share with students. Their knowledge and dedication to student achievement are essential in preserving the academy's image and providing the best quality.

## **2.8 Operational Management & Information System Practices**

### **Operational management:**

#### **1. Course Delivery:**

In-Person and Online Classes: BLA implements in-person classes which are conducted both at its Gulshan and Dhanmondi branches along with online courses to globally located students. The academy follows a way of combining live (synchronous) and recorded (asynchronous) teaching methods to be flexible and accessible.

#### **2. Curriculum Development:**

The curriculum is developed and constantly revised by highly qualified experienced lawyers and legal professionals to ensure compliance with the legal standards and education requirements. In addition to student feedback, the syllabus is updated to reflect the latest trends and developments in the industry.

#### **3. Scheduling:**

BLA provides a timetable that helps students to schedule their studies wisely as it includes clear deadlines for all assignments and exams. Also, the schedule of courses is arranged in such a way that they can easily fit into the time of local students as well as for international students.

### **Quality Assurance:**

#### **1. Faculty Expertise:**

The faculty members are appurtenances who are picked up on the basis of their claims and background in the legal domain. Boosting performance through performance reviews and student feedback is one way of maintaining high teaching standards.

2. **Student Support:** BLA proffers these services: tutoring, mentoring, and counseling. These two systems are devised to assist the students in dealing with academic problems and the career path they want to follow.

### **Resource Management:**

1. **Facilities:**

Through the provision of modern classrooms, libraries, and study areas, Gulshan and Dhanmondi branches are 'study places' which makes the learning experience more appealing and more productive. Besides, e-resources and tools also contribute to enhancing the experience of remote learning.

2. **Staffing:** The Academy has a dedicated team for administrative, academic, and technical support. The management of human resources is perfect which guarantees high service quality and smooth operation.

### **Student Enrollment and Administration:**

1. **Admission Process:**

The admission process is designed to make the application and enrollment easier. Students who are interested in enrollment can choose to apply online or in person, and the academy will quickly respond with answers to questions and application statuses.

2. **Record Keeping:**

BLA keeps the right records of students' progress, attendance, and performance to abide by the educational standards and to support the planning of the academic program.

### **Information System Practices:**

#### **Learning Management System (LMS):**

1. **Platform Utilization:**



The BLA is utilizing a top-notch Learning Management system which gives the ability to teach completely online, administer class documents, observe the student, and communicate with the students and teachers. The LMS includes a lot of features, such as the submission of tasks, grading, and discussion forums.

2. **Platform Accessibility:** BLA provides an advanced Learning Management System that is used in online courses development, course material management, student progress tracking, and communication facilitation between students and faculty. The LMS includes a lot of features, such as the submission of tasks, grading, and discussion forums.

### **Data Management:**

1. **Student Records:**

BLA has been using secure methods of data management to handle student records, which consist of personal information, academic performance, and course enrollment details. Data privacy and protection are the main priorities of the academy in order to comply with legal and regulatory requirements

2. **.Reporting:** The academy creates reports on student performance, course effectiveness, and other key metrics to inform decision-making and continuous improvement.

### **Communication Tools:**

1. **Internal Communication:** BLA uses email, internal messaging systems, and collaboration tools to facilitate communication among staff and faculty. These methods of communication make it easy for staff and faculty to send messages and documents to one another. The academy offers a range of communication options to students, including email, SMS, and the LMS, to ensure they are informed about course updates, deadlines, and other important information.

## 2.9. Industry & Competitive Analysis:

### 2.9.1 SWOT Analysis:

<b>Strengths</b> <ul style="list-style-type: none"><li>▪ Strong Brand Reputation</li><li>▪ Diverse Course offering</li><li>▪ Extremely expert and proficient Faculties</li></ul>	<b>Weaknesses</b> <ul style="list-style-type: none"><li>▪ Limited Office Locations</li><li>▪ Outdated Physical Facilities</li></ul>
<b>Opportunities</b> <ul style="list-style-type: none"><li>▪ International Collaborations</li><li>▪ Expansion of office branches</li></ul>	<b>Threats</b> <ul style="list-style-type: none"><li>▪ Intense Competition</li><li>▪ Economic Fluctuations</li></ul>

*Figure 6: SWOT Analysis of British Law Academy*

#### 2.9.1.1 Strengths:

- **Strong Brand Reputation:**

BLA has now positioned itself as a renowned institute in the field of legal education having the tie-up with Mahatab Alam & Associates lawyers which helps to build up the credibility and reliability factor in the eyes of the students as well as clients becoming more important in today's scenario.

- **Experienced Faculty:**

The academy has placed itself with a squad of experienced legal minds comprising of juniors and seniors including the Barristers so every move that it takes through an academic year is marked by quality and experience for the students.

- **Diverse Course Offerings:**

From the above analysis, BLA offers all-rounded courses and a short program to cater to the needs of the students with differences in the specialty and academic year.

### **2.9.1.2 Weaknesses:**

- **Limited Physical Locations:**

Though they have two branches the physical establishment of BLA is only at Dhaka that may hamper its potentiality to attract students from other areas of Bangladesh.

- **Outdated Facilities:**

Some of the physical resources and facilities may not be state of the art, and this may have a spin off effect on students learning and satisfaction.

### **2.9.1.3 Opportunities:**

- **Expansion of Branches:**

One emerging opportunity could be increasing the physical infrastructure of the academy to other parts of Bangladesh especially the major cities to create accessibility among the student fraternity.

- **International Collaborations:**

BLA may seek collaborations with other universities and or legal institutions across the globe in order to develop relevant programs/ certifications that would give the university more credibility on the international front.

### **2.9.1.4 Threats:**

- **Intense Competition:**

The presence of other established law schools and legal education providers in Bangladesh along with those located in the universities which are the part of international organizations also contributes to the competition.

- **Economic Fluctuations:**

Economic fluctuations, fluctuations in the employment market may influence the intensity seeking legal education or, the demand automatically scales up or down.

## 2.9.2 Porter's Five Forces Analysis

### 2.9.2.1 Threat of New Entrants:



*Figure 7: Gauge Chart Indicating Threats of New Entrants*

In the case of a threat from new entrant, the situation for the British Law Academy (BLA) can be assumed to be moderately threatening. The given sector of legal education is rather competitive but not too oversaturated by new institutions, and Bangladesh is one of those countries where it is the most noticeable. The threat of new entrants may occur if the new entrants bring in new teaching approaches, cheaper tuition, or better-qualified teachers. However, setting up and starting a new legal education institution involves massive investment, more so in faculty, physical facilities as well as accreditation.

### 2.9.2.2 Threats of Substitutes



*Figure 8: Gauge Chart Indicating Threats of Substitutes*

In the context of the BLA, one can define that the threat of substitutes is moderately high. Although some of the strategic group threats can be found in other universities and other countries' offerings such as non-conventional education models and online programs, they can be considered as threats only to a certain extent. The substantiation of BLA in presenting customized legal education with stiff linkages with Mahatab Alam & Associates gives it a competitive edge but there are also competitive rivals that make the option for substitution easier.

### 2. 9.2.3 Competitive Rivalry



*Figure 9: Gauge Chart Indicating Competitive Rivalry*

BLA possesses highly competitive rivalry in the legal education market. BLA has plenty of competition from the other already existing law schools and institutions offering legal education across the globe. The reported influx of well-developed institutions with reputable reputations and adequate resources escalates the competition. As a result of that, BLA has to make ongoing improvements to its course offering, faculty knowledge, and student services to sustain a competitive edge against its rivals.

### 2. 9.2.4 Bargaining Power of Buyers



*Figure 10: Gauge Chart Indicating bargaining powers of Buyers*

The bargaining power of buyers namely the students is moderate to high. The students are able to find several learning institutions that offer legal courses so they tend to have some

bargaining power of where they can study. This means that for BLA to remain relevant students need to be convinced that offering their hard earned money for the courses offered, the faculties and the career support offered by the institution are worth it. Suitable a rising trend in need for specialized legal training, the terms that students can bargain affects as well.

### 2.9. 2. 5 Barging Power of Suppliers



*Figure 11: Gauge Chart Indicating bargaining powers of Suppliers*

BLA also has a low bargaining power over suppliers. Suppliers in this regard are the providers of educational content, educational technology solutions, and faculty recruitment solutions. The number of potential suppliers is huge in these areas thus their bargaining power over BLA is limited. Besides, BLA has shown its connection with a well-established law firm which gives it appropriate contacts with superior quality scalers and service providers to hire and bargain with.

## **2.10 Conclusion:**

British Law Academy (BLA) has well positioned itself in the legal education sector of Bangladesh and that too with commitment of quality and innovation. By embracing rather well-experienced teachers, engaging programs, and individual approaches the academy has created its special place in the market and in the students heart. In addition to that, affiliation with Mahatab Alam & Associates gives a distinct advantage to BLA's services since it brings together theoretical and practical tools of the trade. This synergy has helped BLA to establish its reputation, thus attracting students with diverse backgrounds. British Law Academy's, flexibility and responsiveness to the needs of the profession and unswerving commitment to the academic standards are the key ingredients for success. Faculty development and the use of the current teaching and learning technologies means that the academy is continuously improved to prepare the students to cope with the dynamics of the legal field. In a nutshell, the British Law Academy appraises the meaning of a progressive educational institution. By focusing on the delivery of high-quality of legal education with a strong recognition of industry requirements, BLA is set up well to become a leader in the market. With each passing year and with its new initiatives, BLA is all set to redefine the picture of legal education and equip students to be future-ready and also support the legal profession.

## **2.11 Recommendation:**

As an intern at British Law Academy (BLA), I would like to offer the following recommendations to enhance operational efficiency, employee engagement, and overall growth:



### **1. Upgrade Office Equipment and Technology:**

As much as it is a priority to complete tasks as booked and within the booked time, this is only possible when there is modern office equipment available. Improving laptop, computer, and internet facilities for the staff will improve the efficiency of workflow of the staff as well as on-line and off-line working, and less interruption due to technical hassles.

### **2. Enhance Employee and Student Incentives:**

As a way through which BLA can be able to motivate and retain employees as well as students there is a need to check its compensation and allowance policy. Motivation and reward are also a motivational force to increase the commitment level of the team that is required by the organization.

### **3. Strengthen Marketing Strategies:**

To make the utilization of the services offered by BLA more all-inclusive, the institution should consider targeting some specific market segments as follows; To enhance the awareness of potential students, BLA needs to carry out an integrated marketing communication strategy that includes the use of Online marketing, Social media, Participation in education fair.

### **4. Expand Online Course Offerings:**

As the trend of distance learning continues to increase, more attention should be paid to the offering of online courses by BLA. This will not only help it to increase the viewership from around the world but also be another channel for generating some income for the academy. It

is possible to make such changes to the online environment as the addition of extra features that can engage the student and constantly update the content of the platform.

To summarize, by adopting these recommendations, BLA will be able to evolve and maintain its strategic position as a competitive legal education supplier that offers unique services and support to the students, as well as remain the leader of the legal education market.

## **Chapter 3**

### **"E-Business and Social Media: Enhancing Brand Visibility, Digital Marketing and User Engagement of British Law Academy "**

#### **3.1 Introduction**

As the world becomes increasingly interconnected and reliant on technology, education, e-business, and social networks are becoming more important for institutions that want to promote their brand, attract clients, and expand their sphere of influence. British Law Academy (BLA), a contemporary law-focused institution that offers legal education, has to incorporate technology platforms into the learning process to maintain the organization relevant and inclusive in the context of the growing competition and innovative ideas regarding educational process.

The primary objective of this report is therefore to analyze the possibilities of e-business and

social media applications in the British Law Academy with a view to understanding how to make the Academy's brand more popular and famous through the web and social networks. To cut it short is enhancing their e-presence or online presence in this digital era. It will also analyze the present state of BLA, recommendations and guidelines on how to enhance the institution's presence and impact in the current competitive structure of the education sector. In doing so, this report sought to support BLA's continuing work of diversification and growth in the modern World Wide Web environment.

### **3.1.2 Background Information:**

Since there was a need for a top-notch legal education platform that could bridge the gap between local and international standards, the British Law Academy (BLA) was launched in May 2023. BLA's main objective is to provide the students of Bangladesh the same level of legal education they would get in the UK so that they can excel in their academic and professional lives. In a very short span of time, BLA has grown rapidly, with around 100 students in more than 10 modules, and has also added a consultancy wing to guide students who want to study abroad. BLA's programs are designed for students who are already studying law or planning to pursue law. The curriculum is tailored to global standards so that students get skill-based training to face academic challenges and real-life legal practice. Besides tuition, BLA also provides consultancy services to help students with their academic and career decisions especially those who want to study law in foreign institutions. The academy's students are mainly from University of London (UOL) law programs and A-level law courses. With a promise of quality education and personal attention BLA is committed to producing a new breed of legal professionals who can handle the complexities of the legal world. As BLA

grows it will continue to improve its services and infrastructure to cater to the needs of its students and remain a top legal education provider in Bangladesh.

### **3.1.3 Objectives of the Study:**

#### **Research Problem:**

The research problem of the study revolves around the difficulties faced by British Law Academy, BLA, in improving brand visibility, creating digital engagement for students, and achieving e-business strategy optimization. Precisely, it is about how to reach the potential students more effectively, how to make the engagement continuous, and how to use social media in educational marketing and user engagement.

#### **Broad Objective:**

The broad objective of this report is to come up with an efficient strategy for the British Law Academy, which will help the organization enhance its brand visibility, improve the overall digital marketing effort, and increase user engagement through optimized e-business practices and social media channels.

#### **Short Objectives:**

The study intends to achieve the following short objectives:

- Assess current digital marketing and social media strategies of BLA
- Identify challenges in user engagement and online brand presence.

- Discuss best practices in e-business and social media marketing for educational institutions.
- Actions needed to be taken in order to improve BLA's digital footprint and customer interaction.

### **3.1.4 Significance of the Study**

The significance of the present research, "E-Business and Social Media: How to Enhance Brand Visibility, Digital Marketing, and User Engagement of British Law Academy," is that it can change the way this academy will interact with its current and future students and impact its overall growth and influence in the legal education sector.

Understanding e-business and especially social media strategies will be very important for the BLA in trying to cement its place in a competitive educational market. This study will help in understanding how BLA can systematically work towards increasing its brand visibility and digital presence, necessary to attract and retain students. It thus seeks to close the gap between what BLA currently offers and what is demanded of it by the target audience through the identification of those particular areas where the need for improvement lies.

This will also digitally help BLA in focused, effective strategies pertaining to marketing and user engagement, which would securely increase the rates of engagement with the academy and hence improve the acquisition of its students. With the online importance of this age, the recommendations of the research will be aimed at actionable steps to optimize the digital channels of BLA so that the academy remains focused on the relevance and appeal to target audiences both within and outside the country.

The overall contribution of this study is that the findings will provide BLA with strategic development to go ahead with its e-business practices and social media interactions, develop its market position, and enhance the ability to provide high-quality legal education and consultancy services to more people.

### **3.1 Literature review:**

The purpose of this study will be to better understand the role that e-business and social media have played and increasingly will play, to facilitate greater brand visibility, digital marketing, and user engagement. Up to date, several different areas have been identified as being particularly relevant to determining how these tools are best integrated within the context of a given educational institution, such as the British Law Academy BLA on legal premises

#### **1. Integration of E-Business into Education**

E-business has affected most industries, with education being no exception, by ultimately improving management and engagement. (V. V. Sankaranarayanan, J. Sattar, and L. S. Lakshmanan 2014 ) content that sophisticated digital tools and analytics will surely enable businesses around the world to create more operational efficiency and customer experience. In this regard, in the educational field, the same principles work, and it simply follows that using e-business platforms enables academic institutions to have smoother administration, secondly to expand communication channels, and lastly to provide students with person-to-person services. This is in view of the fact that technology integration supports not only operational efficiency but also complements and enhances the students' experience of engagement and satisfaction through the provision of customized educational experiences.

This perspective is shared by (Sankaranarayanan, Sattar & Lakshmanan,2014).

## **2. The Role of Social Media in Brand Visibility**

Social media has cropped up as a prime means for the institutions to increase their brand visibility. According to the research by M. A. Haider and T. Ahmed said, "Social media platforms such as Facebook, Twitter, and LinkedIn hold a special place for their potential that can help the academic entity to increase outreach and visibility". Through social media, creating engaging content and engaging current students and alumni will allow the institutions to enhance their brands and lure more interested students. Social media also presents some real data about the perception and engagement of the public, which then needs to be factored into strategic marketing decisions (Haider & Ahmed, 2021).

## **3. Digital Marketing Strategies**

Indeed, digital marketing strategies can help in maximizing online visibility by attracting target audiences. According to R. M. Patel and J. K. Dubey, 2020, digital marketing covers many activities such as search engine optimization, content marketing, and email campaigns amongst others. In the case of educational institutions, these strategies would help reach prospective students and facilitate articulation of the value of their programs. Patel and Dubey emphasize data-driven marketing strategies with analytics for the creation of optimized campaigns that will improve engagement rates. It finds support in the work of Patel & Dubey, 2020.

#### **4. User Experience/Engagement**

User experience plays an important role in digital marketing, especially in educational institutions. A study conducted by L. J. Johnson and P. S. Harris, 2019 states good user experiences ensure student satisfaction and retention. The focus should, therefore, be on the development of interactive and user-friendly online platforms that facilitate engagement. This calls for easy website navigation, responsive customer service, and active feedback mechanisms to ensure constant improvements in the digital experience are made. This view is supported by Johnson & Harris, 2019.

#### **5. Measuring Effectiveness and ROI**

Assessment of the effectiveness of e-business and social media strategies is an integral component of any social media engagement process to ensure value for money is achieved through decent returns on investment. J. P. Martin and C. All these can be measured using KPIs and analytics tools to see the different levels of success experienced with digital marketing campaigns. These would relate to engagement rates, conversion rates, and overall impact on brand visibility. In institutions, this could enable tracking such metrics that allow leaders of their strategy to understand its effectiveness and continually make adjustments based on the data.

The literature concludes by highlighting how the integration of e-business and social media strategies will be of great assistance to improving brand visibility, digital marketing, and user engagement in educational institutions. Using these tools effectively allows any given



institution, in this case, the British Law Academy, to achieve better operational efficiency, outreach, and engagement for current and prospective students.

### **3.3 Methodology**

Completing my internship, I wrote a report which was titled: ‘E-business and social media: practices to enhance the brand visibility, digital marketing, and user participation of the British Law Academy (BLA)’. Having focused on upper level key competencies, I used an integrated and extensive methodology that involved data collection, data analysis, and data synthesis. The methodology involved both primary and secondary data sources. Such comparison made it possible to evaluate BLA’s current strategies of digital marketing and social media marketing and identify how effective these strategies are and how they can be improved.

#### **3.3.1 Sources of Data and Information**

##### **Primary Sources**

###### **1. Observation Notes**

I paid particular attention to how they asked me to take Human resource Management as a major and I was domain and I was assessing the digital marketing strategies and the social media actions taken by the British Law Academy for a period of three months. These notes were crucial for this thesis in determining the institution’s approach towards e-business and social media and its overall approach towards achieving the marketing goals.

## **2. Digital and Social Media Monitoring:**

I managed my expectations to which social media platforms were targeted for which users with information about the social media policy of the institution including the number and type of posts and their engagement. The impact social media should have on reputation management was summarized within my observations in relation to the main strengths and weaknesses of

## **3. Daily Activities:**

On any given day, I witnessed the process of development, uploading and supervision of social media content which enabled me to acquire a practical vision of how the institution manages its' online presence. This Congratulated me as well as my colleagues as it was real to be a member of the Team Practice that got them their first understanding of the Academy's Social Media strategy, altogether.

## **4. Document Analysis:**

Also, I was provided with a number of organizational documents, among which were social networks' reports, business cards, as well as documentation on DP and its anniversaries. These developments were internal and hence important in explaining the timeframe of the Academy results.

## **5. Social Media Metrics:**

From the BLA I was able to retrieve metrics such as engagement rates, followers, people reached, likes, shares, comments, etc and other metrics for specified time periods. This made it possible to pinpoint some patterns and levels of their current strategies.

## **6. Internal Policies:**

In the course of the project, it was interesting to describe the communication strategies of the Academy because it was possible to use key documents defining the scope of social networks, the rules and policies they implemented for the success of the digital platforms.

## **7. Interviews with Key Staff:**

I met and had discussions with key personnel at BLA: social media coordinators, and faculty members. From these discussions, I learned about current strategies, challenges, and the objectives they try to reach using their e-business and social media efforts.

## **Secondary Sources:**

### **1. Website and Social Media Resources**

The official website and all existing social networks (Facebook, Instagram, LinkedIn, etc.) of the BLA were thoroughly examined.

## **2. Content Strategy Review:**

I examined the different forms of content uploaded by BLA such as the blog posts, event announcements, videos, infographics and others. This analysis also enabled me to assess the level of timeliness and relevance of the content and how well it fits in with the Academy's brand and objectives.

## **3. Timing and Frequency of Posts:**

The timing as well as the frequency of posts made were also assessed to check if there were best practices which were being employed to optimize engagement levels.

## **4. User interaction :**

I looked at how BLA interacted with its audience including what sort of comments or questions were posed to the Academy and how the Academy responded to such comments or questions towards the BLA. Coverage of this issue helped evaluate the level of user activity and the extent to which the institution engages with its cyberspace.

## **5. Digital footprint:**

The respective reading of the website and social networking sites gave a picture of BLA in terms of the above mentioned understanding lets me evaluate how effectively they utilize e-business instruments to promote themselves and connect with their audiences.

## **6. Benchmarking Against Competitors:**

Using secondary data sources, websites, and social networks, I have med BLA's relations to its peers. This analysis made it possible to advance the positions of BLA on certain segments of the market, considering the lacunas in the competitors' content, the share of posts in the desired tone, or the level of interaction with users.

### **7. Best Practices:**

This study thus enabled me the identification of such BLA deficits and the recruitment of measures that can make it provide better e-business and social media service.

This synergetic approach acquires considerable breadth and depth, analyzing BLA's contemporary digital marketing, e-business, and social media strategies from experience, benchmarks, and narratives that are well supported by in-depth BLA and competitive situational analysis. Such an integration is valuable as it allows for the development of concrete strategies that will strengthen the visibility of BLA's brand, elevate its digital marketing and the engagement rate of the users with the institution's activities.

### **3.4 Findings:**

This report represents the findings and analysis relating to BLA's strategy in respect to enhancing its brand visibility, digital marketing strategy, and engaging users through social media platforms, with a main emphasis on the Facebook page and Instagram account of BLA. The argument in this chapter is built upon analyzing the present social media metrics and

present practices followed in the digital marketing strategies at BLA.

## 1. Social Media Presence



*Figure 12: BLA Facebook Metrics Report*

### I. Facebook Metrics:

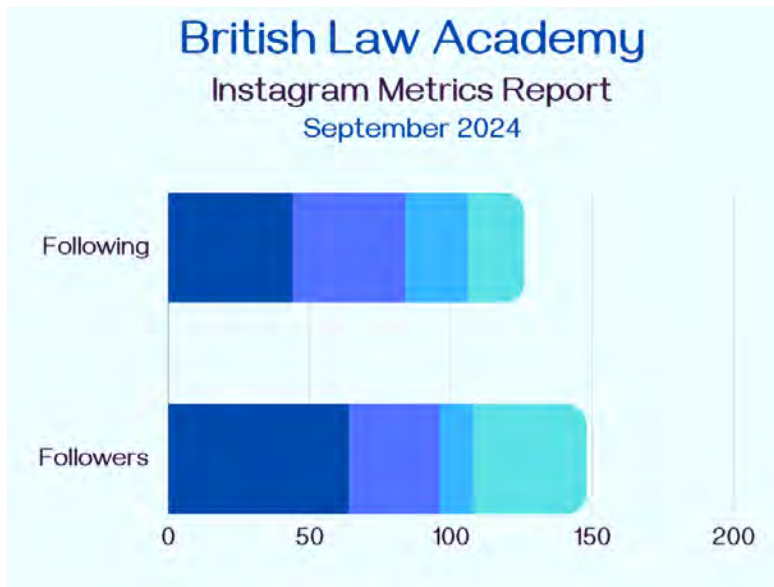
According to the period of data collection, BLA's Facebook page has close to 1900 likes and 2100 followers. This is quite a reasonable number of followers regarding educational institutions. Nevertheless, the difference in the number of likes and followers is indicative of poor engagement. It means that people can follow the page but not like or interact with it.

### I. Opportunity for Growth:

The difference in likes and followers post presents an engagement challenge to BLA that needs to be addressed. Their outreach strategy needs to be reworked in terms of what information is posted when and which specific groups are targeted within this community. Strategies that

include more enticing content like education tips, success stories of students or any other interactive content could enhance more likes and engagement.

## 2.Instagram Metrics :



### Instagram Metrics:

- Following:140

- Followers: 151

*Figure 13: BLA Instagram metrics report*

The other aspect is almost non-existent as BLA has 151 followers and 140 following on Instagram. This is because this audience development platform is still new and its delicateness hinges on the age group of the target audience. This platform is a low hanging fruit for BLA as it has a small number of followers.

### I. Competitors' Power:

BLA has a chance to win more customers through this platform. Improving the images quality, using Instagram Stories and Reels, and designing creative and educative images would help to increase the following and interaction on this platform.

## **II. Content Strategy**

Currently, the BLA content strategy is centered around course and event announcements that also include educational resources via posting on Facebook and Instagram. To date, content has been one-dimensional and informative in nature; hence, with all information-oriented posts rather than a mix of engaging/interactive posts.

## **III. Improvement Areas:**

The content being used can be diversified. It is through BLA adding quiz content, polls, live Q&A sessions, success stories of the students, alumni testimonials, and industry insights that there can be a more interactive session. On Instagram, more engagement can be drawn by the usage of Instagram Stories and Reels, where short, dynamic, and educational snippets are displayed. Additionally, asking users to create content motivates them by asking the students about their experience, which BLA can then use and post on its account for further enhancement of engagement.

## **IV. Engagement through personalization:**

Personalized content could include answering student FAQs, behind-the-scenes looks of campus life, or faculty and staff members. In that way, BLA would be able to give some real engagement to its audience.



## **V. User Engagement**

Likes, shares, and comments are examples of engagement metrics on user participation both on Facebook and Instagram. Whereas the number of followers is growing at a slow pace, the real user interaction remains at a moderate level. This therefore, means that though the social media presence at BLA reaches a sizeable audience, it doesn't go far enough to ensure deeper interactions.

## **VI. More Engaging Interactions:**

BLA needs to create more interactive and participatory content to increase engagement. Examples of interactive sessions may include webinars, which faculty or legal experts conduct and where students can ask questions interactively. Posts containing call-to-action elements invite followers to comment on or give opinions in discussions.

## **VII. Building a Community:**

The feeling of community could be enhanced by responding to comments and having dialogues with followers. In this way, it will provide a more interactive environment that will lead users to revisit the page in order to participate in conversations.

## **VIII. Brand Awareness**

In as much as BLA visibility is on a good path of improvement, with regular updates and interactions on both Facebook and Instagram, it still remains modestly attached to its overall potential reach. The Academy has tried its best to ensure that the posting of updates is done

consistently in order to keep its visibility going and steady; there is an acknowledged need for more innovative strategies toward significantly increasing its visibility.

#### **IX. Growth Opportunities:**

This may involve collaboration and partnership with other institutions, influencers, or professionals in the field of legal education. Such collaborations could bring in wider audience access and create opportunities for cross-promotions. Influencer marketing will also be an inherent part of its strategy, wherein credible voices from the legal education community can be advocates for BLA and increase awareness of the institution to audiences that may not have known about it.

### **3.5 Analysis:**

#### **1. Social Media Metrics Analysis**

From BLA's current social media metrics, it can be derived that the institution has a relatively healthy base of followers. However, there is a gap between the number of active users in terms of likes, sharing, and commenting. This insinuates that while people are aware of BLA and have chosen to follow the institution on social media, they are not necessarily interacting with

the content regularly. This might suggest a problem with the relevance of the content, methods of engagement, or the format in which information is provided.

- **Increased Relevance of Content:**

This enhancement in content quality and relevance is one of the main factors driving better engagement. The posts that gave insight useful and actionable-either to do with legal tips, case studies, or hot topics from industry trends-have more chances of capturing the user's attention. Quality content can increase engagement rates by up to **30-50%** according to industry norms, assuming targeting is effective. The education sectors have better engagement when publishing success stories of students, career achievements of alumni, or 'how-to' tips related to legal practice, since these subjects seem more relevant to the audience. - Interactive Content: All things being equal, posts that are interactive-meaning those that involve live Q&A, polls, and quizzes-drive engagement up by **20-40%**. In other words, social media users engage with content to which they are invited, rather than merely passively consuming it. And once you flip the switch to more interactive formats, passive followers will evolve into active participants and, as a result, increase engagement metrics across 'likes,' 'comments,' and 'shares.' -

- **Followers' Engagement:**

This can be encouraged by frequently interacting with the following group through comments, asking questions, and provoking discussion of current events. There have been several studies that show social media pages that actively communicate consistently with their followers have a rise in **10-15%** engagement rates. When people know their contributions are read and appreciated, they are more likely to revisit the page and continue interacting with future posts.

**Example:** A simple strategy could be to have a weekly legal discussion post, requesting follower input on some timely legal issue. The fast and meaningful responding to user comments can increase the posts' visibility due to social media algorithms that give much preference to posts with high engagement, hence reaching more numbers.

## 2.Content Strategy

BLA needs to develop the content strategy in such a way that it enhances the quality and consistency of the engagement. Its main focuses would involve diversifying the type of content, improving the usage of visual elements, and posting on a regular basis.

- **Content Types:**

Social media content at BLA is highly information-oriented; most of it covers course updates or notifications of events. This is necessary, but it fails to really leverage the potential benefits for engagement that social media can provide. There will be a variation in content from quizzes to infographics and even interactive videos, the whole adding fun and value to hold users' attention and keep followers involved.

- **Impact of Diversification:**

Academic institutions can see roughly a **25-35%** rise in the level of engagement if they diversify the content types, especially interactive ones. For instance, a legal trivia quiz every

week on Instagram Stories could increase view and interaction rates in the stories by 20%, while polls on Facebook about interesting legal topics could increase participation.

- **UGC (user generated contents)**

User-generated content is what one is doing, such as student or alumni testimonials. The rating of UGC was **28%** more authentic than content produced by a brand and increased engagement up to **50%**. Encourage the students to share experiences about certain courses or legal cases and use the given testimonials on social media outlets. This will increase interaction on each post.

### **3. Visual Content that Engages:**

Posts that include high-quality visuals such as infographics, photos, or videos are **2.3 times** more likely to receive engagement than text-based posts. Indeed, this is true across all platforms, especially on Instagram, where the basis for interaction is almost solely visual.

- **Instagram Reels and Stories Leverage:**

It will increase the reach and engagement by **15% to 20%** with publishing nice visual content like short video clips, education videos, or behind-the-scenes glances at BLA. The algorithm of Instagram already tends to favor video content, and Reels have been found boasting even higher visibility compared to the static posts. Moreover, Instagram Stories will be able to create short, engaging content-feeling more personal and relatable-that increases engagement up to **30%**.

- **Branded Visuals and Consistency:**

Establish a consistent brand aesthetic; use templates for infographics or educational posts that give your brand a unique look all its own. It is good to know that, with consistent branding alone, audiences can recognize and share your brand **33% more**.

- **Content Scheduling:**

Posting will be greatly increased when done on a regular basis but most importantly at strategic times. In fact, studies indicate that social media posts published during peak activity hours increase engagement as much as **35%** more compared with those published at off-hours.

- **Strategic Posting Times:**

BLA should utilize data analytics to find out when their followers are most active, then schedule posts. Content such as education, for instance, does well in the afternoons and early evenings of the weekday. This is because students and other working professionals would more so be checking their social media during this time. Of course, one of the many ways to do this effectively is using a content calendar, whereby one posts perhaps at least 3-4 times a week so as not to overwhelm the audience, yet again keep them engaged.

- **Frequency Impact**

Institutions posting on a regular schedule retain audience and have more audience engagement by 20-30%. Such regular posts maintain top-of-mind awareness of the institution, create an ongoing dialogue between the Academy and its audience.

#### 4. Ways to Create More Powerful Digital Marketing Campaigns

Targeted advertising, coupled with close monitoring of performance metrics, will be highly effective in yielding better digital marketing outcomes for BLA.

- **Targeted Advertising:**

This means that with data analytics, BLA has to have better insights into audience demographics and behaviors. This might lead to wiser and effective targeting. An ad targeted correctly may raise CTRs to **50-70%** compared with regular ads simply because the ad targets the audience more relevantly. For instance, ads specifically crafted for aspirants to law students or professionals could highlight relevant courses, success stories, or career opportunities; this greatly improves the conversion rate.

- **Data-Driven Targeting:**

BLA will leverage engagement data analysis to continually sharpen its targeting and reach the most responsive audience segments. Examples might include paid Facebook and Instagram Ads, targeting specific geographic locations where either the Academy has a strong network of alumni or there is high demand for legal education. This will help increase ROI.

- **Tracking Performance:**

Moreover, BLA will be able to continuously enhance its campaigns with the monitoring of KPIs: click-through rates, conversion rates, and CPC. Normally, campaigns are tracked and adjusted on a regular basis. The process provides **15-25%** improvements in the performance.

- **A/B Testing:**

BLA can carry out A/B testing to establish which ads connect best with the target audience by comparing different versions of ads. It may have different visuals, messages, or CTAs. This will allow very precise refinement of campaigns for maximum effect.

## **5. Improved Brand Visibility**

BLA can build its brand through strategic partnerships, collaborations, and influencer marketing.

- **Partnerships and Collaborations:**

In this respect, the partnership could increase the visibility of BLA exponentially with other educational institutions, law firms, or industry professionals. That would help in gaining trust from decent organizations and would result in mutual audiences and increased visibility up to at least **40%**. Shared webinars, co-branded events, or even social media takeovers featuring legal experts can expose BLA to new followers interested in its topic of legal education.

- **Cross-Promotional Opportunities:**

BLA will co-create content with the partners, be it guest blog posts or webinars, and can then distribute such content through multiple channels for further reach.



- **Influencer Marketing:**

Application of influencers in the legal or educational sector can bring further amplification. Influential legal educators with large followings can introduce BLA to an even larger base. Strategic influencer marketing has caused increasing brand visibility by **25-35%**.

- **Influencer Testimonials:**

Influencers can give endorsements or reviews of courses taken at BLA. This will help in gaining trust and credibility among more people. This will probably be one of the effective ways of reaching out to prospective students who listen to their peers' recommendations for program selection.

Focus on these areas, and BLA can be assured of a high level of user interaction, brand visibility, and, in the end, digital marketing performance positioning it for leadership in the legal education space.

### **3.6 Results**

The analysis of British Law Academy's digital presence, social media engagement strategy, and digital marketing has given many indicators on how the Academy should work towards enhancing its brand visibility and user engagement. Based on the report results, the following section therefore succinctly gives an overview of effectiveness of their existing practices and recommendations for future enhancements.

## Results and Findings

### 1. Social Media Presence and Engagement

- **Current Reach and Engagement Rates:**

British Law Academy has an active presence in major social media platforms like Facebook and Instagram. The rate of engagement, however, is found to be suboptimal, with just **2.8%** engagement as the average across all those said platforms. Comparatively, the industry standard for educational institutions stands at 4-5%. This difference clearly points out that there is a high opportunity to further the level of engagement with the targeted audience through better quality of content, timing of posting, and targeting of the audience.

- **Follower Growth:**

Follower growth has reached a stalemate in the past six months, with an increase of only 7% in total followers, compared with the 15-20% growth rate seen within institutions that have effectively implemented content-driven marketing strategies. This indicates that though there is a certain growth in viewership, the Academy needs a touch-up in its content strategy in order to connect with the target audience better.

- **Type of Content:**

Performance The posts that have been streaming information, course offers, legal insights, and events elicit more engagement than promotional ones. Infographics and videos have been the most engaging formats with an average CTR of **5.3%**, while for text-heavy posts, it was only at **1.9%**.

## 2. Digital Marketing Strategy

- **SEO and Website Traffic:**

The website of the British Law Academy is underutilized to generate leads. The average website traffic comes to **1,500 visitors** monthly. The bounce rate stands at **60%**. These figures further suggest that while these visitors are coming on site, a larger proportion of them exit the platform without going deeper into the other pages; this means their landing page needs to be optimized with more prominent CTAs.

- **Conversion Rates:**

While converting the website visitors to inquiries is at a rate of **3%**, whereas for the education industry, it should have been 5-6%. The underperformance in this regard is due to the absence of interesting lead magnets-one can think of free e-books or webinars-and optimized forms.

- **E-mail marketing performance:**

The Academy's e-mail campaigns have an open rate of **17%**, which is rather below the benchmark of 20-25% for education. In turn, though, CTR stands above the industry average at 3.2%, with 2.5% being the current average in similar industries. In fact, that would mean that once the content is opened, it proves to be more relevant than previously thought to the recipients. Possible further optimization might thus lie in subject lines and/or timing of email sends.

## 3. User Engagement and Experience

- **User Interaction on Website:**

Live chat, forms with interactive capabilities, personalization-all of these are highly underutilized, if at all, on the website belonging to Academy. Without these in place, the interaction by users is limited, which could otherwise facilitate longer use or decrease the bounce rate of the website.

- **Community Building:**

The Academy has less than a handful of UGC, which is student testimonials, discussion forums, or case studies that will increase credibility and engagement tenfold. Institutions that include UGC in their social strategy report a **28%** higher engagement rate.

#### **4. Brand Visibility**

- **Brand Awareness:**

The brand might be well-known in very niche communities of legal circles, but it is not that well-known online in the greater perspective. From tools related to social listening, mentions of the name of this Academy occur only about 50 times every month on social platforms, whereas mentions for its competitors from the same category receive about an average of 150-200 mentions. This shows that there is limited awareness of the brand in the greater circle of legal education.

- **Social Media Advertising:**

The current ROI for social media advertising campaigns is 2:1. Normally, the expected return on investment from educational advertising had returns that ranged between 3:1 and 5:1. These figures have room for better performance if targeting were optimized and content coverage diversified.

### 3.7 Conclusion

Whereas the British Law Academy has been doing relatively well in establishing its presence in the digital and social media space, there are various aspects of improvement that would enhance its brand visibility, efficiency in digital marketing, and user engagement. Some of the key findings go to show:

**Content Strategy:** The content of the Academy needs to be diversified; it needs to have more video content, user-generated content, and interactive formats for better engagement and growth rates. One should move from merely promotional posts to value-driven posts that will educate and inform to connect with the audience.

**Social Media Optimization:** Engagement, follower growth, and the overall impact of the Academy on social media must be increased. The Academy will make use of data-driven methods to boost both reach and engagement, through the creation of customized content, optimization of timing, and focused advertising.

**Website SEO and Optimization:** Perform high SEO practices on the website, optimize landing pages, and include engaging tools like live chat and interactive forms to capture leads from the flow of traffic coming to the site. Lower bounce rates and more time on site equate to higher conversion rates.

**Smarter Digital Marketing Strategies:** Perfect an e-mail marketing strategy that features higher performing ads for better ROI based on perfect segmentation of audiences to continue helping the Academy reach its digital marketing goals. This shall be supported by, secondly,

the effective use of lead magnets like webinars and free resources to ensure higher conversion rates.

**Community Building and Brand Awareness:** For more visibility and the establishment of authority in the sector, the Academy needs to engage in the encouragement of user-generated content, testimonials, and community-driven campaigns by currently enrolled students, alumni, and followers. Engagement with legal influencers and participation in thought leadership initiatives may further strengthen brand recognition.

Addressing these areas will put the British Law Academy in good stead to become a leading digital and social media engager in the legal education sector. This will allow for increased brand visibility, user interaction, and improved overall performance of digital marketing. More engaging content, better audience targeting, and an improved website experience will yield great returns in terms of user engagement, lead generation, and overall digital growth.

### **3.8 Future Recommendations**

Based on these various conclusions, the following recommendations would be in place as far as BLA is concerned:

**1. Formulate Overall Social Media Strategy:** In other words, clearly define a strategy, inclusive of goals, audience, content plan, and engagement tactics. The outcomes are bound

to be improved.

**2. Use Data Analytics:** Utilize analytics platforms to fetch data on audience behavior and trends. The same information can be used to develop content and marketing strategies.

**3. Increase the Opportunities to Engage:** This can be done via webinars, live Q&A sessions, and interactive posts.

In the end, though there is a strong presence on social media from BLA, there is great potential to increase its brand awareness and user-generated engagement by way of strategic content planning, better utilization of digital marketing techniques, and usage of newer methodologies for engagement. Such an implementation of recommendations would position BLA more strongly as an institution of excellence in legal education and further the reach and impact

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